

STRATEGY OF THE COMMERCIAL SIGNAGE

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Anotation: Analyzing subject of this report is the trademark as a individualizing element, image mark and intangible asset for any organization. The author of the publication proves that the management of the trademark is a key aspect in the overall management of modern organizations regardless of the fact that currently it is not a focus of managers. The report suggests separation of an independent functional strategy of trademark management, named as "Strategy of commercial signage". This strategy creates new opportunities and avoid the clichés of strategies like "red ocean".

KEY WORD: TRADEMARK, STRATEGY, TACTICS, STRATEGY MAPS, MANAGEMENT

1. Introduction

Strategic management is an art which can be a mile stone for the organization and can overcome time only if there is freedom of thought and expression. The author suggests new approach in this article, in the light of the trademark, with a point beyond of the limited stereotypes of the "red ocean". The beginning is connected with differentiation of new basic type functional strategy with subject trademark, relating to the differentiation strategy¹. [Galizova-Dimitrova, M, Strategies for management of the trademark – Veliko Tarnovo, 2014]

2. Problem discussion

The management of the trademark is undoubtedly a key aspect of the whole management of the organization. The type, the scale and the sector of functionality are of no matter; the trademark is always applicable as identifier, carrier of the brand, immaterial asset. *The trademark is both in the basis and on the top of the organization (it can be use as company name). The trademark is typical integrative mean in the organization, which value creates and develops, this gradation sets the speed of the whole organization.* David Northon and Robert Kaplan integrated the principle of strategic simultaneousness, which is used for the creation of the value of the organization of immaterial assets, in the core of this principle stays the trademark. She is part of all of their strategy maps and the trademark is deeply analyzed from economic point of view. The conclusion is that the trademark is valuable internal regulator of the organization, mean of communication with the clients and the partners as indicator of the sensor's mnemonics, it need an individual program of management and it the same time it is the core of corporative strategy. (check fig. 1 Trademark – integrative instrument between internal and external environment of the organization).

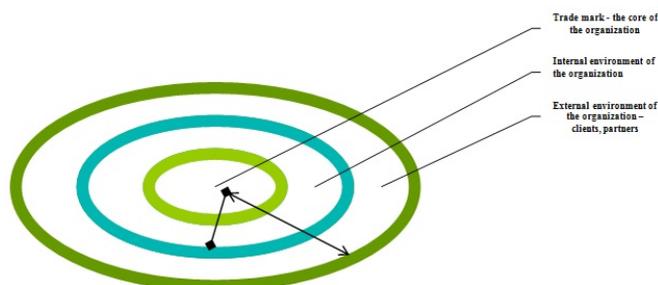


fig. 1 Trademark – integrative instrument between internal and external environment of the organization)

¹ The science of strategic management has different scientific positions about the diversification of the strategies, the author of this article adopts the thesis of Kiril Todorov, which shows that the strategies on different management levels are: corporate strategy, business strategy and functional strategies [Todorov, K. Strategic management in small and medium enterprises, volume I – S, 2001, pages 159-163]. The last strategies are interpret in different way in scientific literature, but in all analyzes the trademark is perceive as element of marketing

Norton and Kaplan identifies the reliable trademark for the needs of their economics research as one of the seven foundation materials of the strategy (Robert S. Kaplan, David P. Norton, Strategy Maps. Converting Intangible Assets into Tangible Outcomes, S., p. 217). The management of the trademark gets together all separate elements of the organization in its internal environment and present the organization in her full glory into the external environment. The cross point between the internal and external environment is the trademark. Apart from its balancing function, the trademark cam lead to some cataclysms if is not manage properly. Taking into account the above each step of the decision of registration of a trademark – type, territory, affects directly the whole activity of the organization. The reason is in its spectrum – different resources (human, material); it develop communicational channels(in the organization and between it and the external environment); it has representative function and with time it starts to build reputation and at the same time it is source of income. Its proper management which starts with the process of creation, pre-registration, registration procedure, contains of potential incomes. On the opposite, the not proper management will lead to losses. From this aspect the trademark is risky asset but nowadays it is key point and indicator of successful business.

The author agrees with Marin Paunov's point of view about the internal separation of the functional strategies **but he adds the trademark strategy which contains rules for management the trademark**, represented on figure 2. Type of strategies in the organisation. (Paunov, M. Business strategies – S., 2012, pages 162-172. We will use wider concept because in order to have more undoubted success we consider for reasonable to use the relations of the trademark with, domain name, which are used as identification, too and the company transfer the company into different level including virtual one.



fig. 2. Type of strategies in the organisation

The author consider for reasonable to state the commercial signage strategy as functional because its capability. Steadily this type of strategies are considered as supporting and focused only on one concrete significant aspect from the organizational activity. They are basic, on their basis the business and corporate strategies are developed. There is chance the process to be from down to up - from functional to corporative strategies and back. The different levels of the strategy tree are in coordination and subordination in

order the organization to function as one whole. The function of the trademark is really significant in the process of formulation of the mission and vision because it has really valuable characteristics. It helps the positioning of the organization and creates and supports its reputation. In this content, we should take into account this element in the beginning when we formulate the aim of the organization, if the process starts from the top with creation of the corporate strategy. The strategy of the trademark contains different aspects – managerial, jurisdictional and others. The brand in particular is seen as a mean of competitive power and it is stated for external competitive advantage. (Georgiev, R. Strategies and competitive power – S., 2013, page 27). We can name it strategy of trademark because of the relation between the trademark – company – domain or we can use the wider term strategies of business identifiers which includes a lot of subjects of industrial property, including the ones in the virtual field. The internal and external environment is not only the one of social interaction, it includes the powerful virtual environment, too. We need to take into consideration the technologies presence in the management and virtual markets which determines new type of strategy. The development of new models of trademark strategies as functional strategy through analyze of the laws and cases theory of each country will determine the development of new type of strategy which contains the knowledge, the cultural identity and the psychology of human factor.

In Bulgaria we use the common rules which are kind of axioms without taking into account the factors of the external environment – the law regulation, the court cases, cultural specifics and other. ***The author considers that there is necessity of change of the point of view and focus on the trademark. The first step is its independent analysis from functional aspect which will reflect on to the business and the corporate strategies seen in their ascending gradation. The innovation approach in changing the basis of the pyramid of the strategy will lead to quality changes in the top – in the stating of the aims of the company. (the formulating of the politics, the vision and the mission of the company)².***

3. Conclusion

The idea of introduction of new function in the management through the trademark has been considered during 1931 - its authors are Procter and Gamble – the founders of the company with the same name. IT is not formulated in its basics and it didn't find support in the marketing field. It has been monopolize by the marketers and nowadays it is seen as a small, not significant part of bigger functional marketing strategy. We consider it as a subject with its own existence and the managers should change their points of view and management approach taking it into account. The trademark has wide developed range of laws and court case and it is a synonym of today's manufactures and not only. It shouldn't stay in shadows when formulating the whole strategy of management because it affects the whole vision of the organization including the formulation of the company reputation. In this aspect we want to point out one more proof of the necessity of formulating function theory with a core – the trademark.

² Please look at the definitions of the terms which are provided by Kiril Tododrov. - Todorov, K. Quotation, 36-37.